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IN THE CLAIMS:

Please amend the claims as follows:

1. A system providing selectively available environment features and/or elements to participating users comprising:

an integration system, said integration system capable of integrating [desired]selectively available environment features and/or elements into user environments;

a communication system, said communication system allowing participating users to communicate the acceptance of environment features and/or elements to said integration system; and

a transaction system, said transaction system cooperating with said integration system and said communication system to transact said accepted selectively available environment features and/or elements.

10. A method to provide and transact selectively available environment features and/or elements to participating users, comprising the steps of:

(a) creating selectively available environment features and/or elements, wherein said selectively available environment features and/or elements affording said participating users access to otherwise inaccessible abilities within a given environment;

(b) integrating said created selectively available environment features and/or elements into said environment such that a selectively available environment feature and/or element is offered to said participating users in said [preferred] given environment;

(c) executing selectively available environment features and/or elements upon the acceptance of said offered selectively available environment features and/or elements;

(d) tracking the acceptance of said selectively available environment features and/or elements for said participating users; and

(e) transacting said executed selectively available environment features and/or

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elements.

21. A system for identifying, creating, integrating and transacting advantages, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge, comprising:

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- (a) at least one computing environment, said computing environment comprising various challenges;
 - (b) a means for offering, integrating, and delivering created advantages to said participating users, said created advantages allowing said participating users to more easily overcome said challenges;
 - a means for tracking requests of said offered advantages by said participating users;
 - (b) a means for charging consideration to said participating users for the use of said advantages; and
 - (c) a means for collecting said consideration from said participating.

23. A method to integrate advantages, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge, comprising the steps of:

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- creating advantages; and
- incorporating said advantages into an environment, said environment comprising any of a non-computing, a partial computing, and a computing environment.

27. A method to transact integrated advantages, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge, comprising:

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- (a) tracking the usage of offered integrated advantages; and
 - (b) charging for used integrated advantages.

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31. A system to transact integrated advantages, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge comprising:

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 - an advantage offering system;
 - an account system; and
 - a billing system.

35. A method comprising the acts of:

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 - (a) providing a computer gaming environment in which an advantage, wherein said advantages comprise selectively available environment features capable of assisting participating users to overcome at least one challenge, is available to a user;
 - (b) receiving an indication by the user that he or she is willing to acquire the advantage; and
 - (c) providing the advantage to the user.

40. A system to provide integrated advertisement advantages, wherein said advertisement advantage confers the ability between competing advertisers to replace at least one of each other's advertisement comprising:

- B8
 - an advantages offering system, said advantages offering system allowing for the creation and integration of advertisements within an environment, said environment comprising any of a non-computing, partial computing, and computing environments; and
 - an advantages transaction system, said advantages transaction system capable of pricing, charging, billing, and collecting for the creation and integration of advertisements within said environment.